



Marketing Kit Contents

- General Materials
 - TFH Program Brochure
 - Site Criteria
 - Class Locations
 - Memorandum of Understanding
- About PTFH
 - Curriculum
- Marketing Flyer (English)
- Marketing Flyer (Spanish)
- 9 Week Overview
- 6 Week Overview
- Enrollment Form

Maricopa County
Department of Public Health
1845 E. Roosevelt Street
Phoenix Arizona, 85006-3642

Contact Information

How do I sign up my site?

By Phone: (602) 506-6850

By Internet:

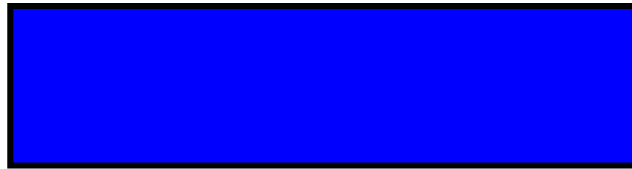
www.togetherforhealth.net

Where are the classes?

We Come To You!!!

Classes can be anywhere in Maricopa County where there is an interest to learn how to make healthy food choices and fit physical activity into your schedule.

- ❖ Fresh Start Women's Resource Center
- ❖ Neighborhood Churches
- ❖ Public Schools
- ❖ Workplaces
- ❖ Community Recreation Centers



Mission

Empowering People For A Healthier Tomorrow

Vision

Together For Health will be recognized nationally as a successful program that provides tools for families to embrace healthy lifestyles.

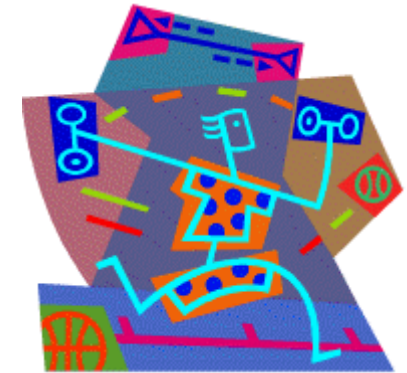
Description

These programs are designed to be interactive, full of hands on learning activities! It is progressive in nature throughout the weekly schedules. At the first meeting, participants will receive a pedometer and instructions for proper use as well as methods to document and self-monitor physical activity as well as food intake. Participants are expected to attend each week and to document their pedometer based activity. As goals are met, incentives are available.

602-506-6850



Together For Health



FREE
Healthy Lifestyle
Programs

Empowering People For A
Healthier Tomorrow

(602) 506-6850
www.togetherforhealth.net



Maricopa County

Women Together For Health (WTFH)

What is this program all about?

- ❖ Reducing Stress
- ❖ Increasing Quality of Life
- ❖ Improving Health-Feeling Better
- ❖ Buying, Preparing, and Eating Healthy Foods
- ❖ Reducing Risks of Disease

Who can participate?

- ❖ Women aged 18-44 who want to feel and look better, have more energy, learn how to make better food choices, and manage stress

Curriculum at a Glance

- ❖ How to manage stress
- ❖ Components to fitness
- ❖ Healthy food choices
- ❖ Fad Diets-Food labels
- ❖ Portion Control
- ❖ Stretching
- ❖ Strength and Resistance Training
- ❖ Modifying Recipes

Program Benefits

- ❖ Increase daily physical activity
- ❖ Changes toward a healthy weight
- ❖ Understand benefits of healthy weight
- ❖ Improve the food choices you eat
- ❖ Reduce and manage stress in healthy ways
- ❖ Reduce exposure to cigarette and cigar smoking
- ❖ Understand and reduce risks of chronic diseases, such as heart disease, cancer, and stroke
- ❖ Share what you learned with friends and family
- ❖ Weekly motivation and support to reach healthy weight goals



People Together For Health (PTFH)

What is this program all about?

- ❖ Developing healthy eating plans
- ❖ Learning how to include physical activity into life
- ❖ Managing everyday stress
- ❖ Improving health Setting health/weight goals and reaching them!

Who can participate?

- ❖ Men and Women aged 13 on up who want to learn how to reduce risk of heart disease by making better food choices, and finding fun ways to become more active

Curriculum at a Glance

- ❖ Goal Setting
- ❖ Cardiovascular Activities
- ❖ Eating Out/Food Safety
- ❖ Stress Management
- ❖ Tobacco Use
- ❖ Strength & Resistance Training

Site Criteria

- Site Coordinator with Contact Person
 - A room for the class
 - Marketing your class (es), (flyers provided)
 - Sign up sheet (provided)
 - Childcare (if applicable)
-
- ✓ There must be a minimum of 10 participants, and a maximum of 25-30 in order to begin a class.
 - ✓ Classes are offered Monday-Thursday with morning, midday, afternoon, and evening time slots available.
 - ✓ Your choice of an 8 or 12 week format for the Women Together For Health with the time requirement being 90 or 60 minutes per meeting.
 - ✓ Your choice of a 6 or 9 week format for the People Together For Health with the time requirement being 90 or 60 minutes per meeting.

Click [HERE](#) to learn how to sign up your site for one of our programs!

Class Locations

Anywhere in Maricopa County!!! Our facilitators come to your site once it has been scheduled and committed to. We can go to community recreation centers, parks, worksites, public schools, churches...anywhere that is convenient for the participants!

Some Examples include, but are not limited to:

Greater Bethel AME Church
St. Vincent De Paul
Bank of America
Chicanos Por La Causa
Good Samaritan Hospital
Walmart
Fresh Start Women's Center

Let's add your site to the list!!!

Class Request Form

Name_____

Phone_(____)_____ E-Mail_____

Site_____

Address_____

Class Requested (Circle One) WTFH PTFH Both

Day/Time Choice (Circle One)

M T W Th F

Time_____

FAX THIS FORM TO:

602.506.6683

OR

MAIL THIS FORM TO:

Office of Health Promotion and Education
ATTN: Alaina Rinne
1825 East Roosevelt Street
Phoenix AZ 85006

**Maricopa County Department of Public Health
Together for Health Program
Memorandum of Understanding**

Introduction

Results from the Arizona 2003 BRFSS report demonstrate that obesity rates (as defined by a body mass index of 30.0 or greater) have increased from 12.4% in 1997 to 19.6% in 2002, a rise of nearly 60%. Overweight and obesity are at epidemic proportions in our nation and state, affecting both genders and all population groups. Obesity is a major risk factor for a number of diseases including hypertension, stroke, heart disease, Type 2 diabetes and some types of cancer. Women with limited education and financial support are more likely to smoke, be physically inactive, and eat poorly. In turn, women with limited resources do not take care of themselves and adopt unhealthy behaviors to cope with stressful times. The goal of the Maricopa County Department of Public Health *Women/People Together for Health Program (WTFH/PTFH)* is to provide support and experiential learning for people to begin making positive changes to increase physical activity levels, reduce stress, improve dietary quality to work toward a more healthful weight, increase consumption of fruits and vegetables, and quit smoking.

Benefits to Participants:

- Helps prevent long-term health problems and premature death.
- Promotes optimal health.
- Learn tools to improve nutrition.
- Increase physical activity to meet the U. S. Surgeon General Guidelines.
- Obtain skills to reduce daily stress.
- Referrals to tobacco cessation Proactive Referral Program.
- Referrals to programs for child safety restraint seat evaluations.

Our Mission and Vision:

Mission: Empowering people for a healthier tomorrow.

Vision: Women Together for Health and People Together For Health will be recognized nationally as a successful program that provides tools for people to embrace healthy lifestyles for themselves and their families.

Outcomes of Program:

- Participants will maintain and/or decrease their Body Mass Index (BMI).
- Participants will increase their physical activity level by 3000 steps above baseline, as measured by pedometers.
- Participants will self report an increase of fruit and/or vegetable consumption as measured by pre- and post-intervention surveys.
- Participants will make a minimum of one dietary improvement as measured by a dietary survey instrument.
- Participants will feel confident in using stress management techniques learned in the program.
- Participants who use tobacco will be contacted by the Proactive Referral Program to encourage cessation class participation.
- Three months post program follow-up to review the maintenance of healthy behaviors.

Memorandum of Understanding

In order to implement the activities of the WTFH/PTFH Programs, each party agrees to the following:

Program requirements agreed to by the host site:

- A. The Site Coordinator will provide technical assistance to the WTFH/PTFH Staff, as needed, to ensure successful completion of service.
 - B. WTFH/PTFH Program flyers must be posted and visible.
 - C. The host site will secure a room at the facility to accommodate the group and materials.
 - D. The site coordinator will assist with on-going promotion of the program by encouraging other potential individuals to participate.
 - E. The WTFH/PTFH Program will not provide childcare, on-site or off, for program participants. However, reimbursement for on-site childcare is available on a case-by-case basis.
 - F. A minimum of 10 people must attend the first class for the program to be offered at each site. If less than 10 people attend, the people will be referred to a different location unless special accommodations are made.
 - G. Host site will adhere to client confidentiality guidelines and will only disclose necessary information (i.e. name and contact information) for clients who have enrolled in the WTFH/PTFH Program.
 - H. Support and assist with the assessment and evaluation activities for the WTFH/PTFH Program.
 - I. Provisions will be made for the following equipment (i.e. overhead projector, etc.):
-
-
-

Program requirements agreed to by the Maricopa County Department of Public Health WTFH Program:

- A. Provide all educational tools and equipment for participants to encourage active participation from all involved parties.
- B. Provide enrollment forms.
- C. Provide WTFH/PTFH marketing flyers.
- D. If requested by site coordinator, a Spanish speaking facilitator will be made available for classes. Please circle the applicable language for the class or classes: English Spanish
- E. Serve as the lead and fiduciary agent for the WTFH/PTFH program.
- F. Provide financial resources to the WTFH/PTFH Program with the Office for Women and Children's health grant funding and The Department of Health Services.
- G. Provide leadership and staff support to the WTFH/PTFH Program and Program personnel.
- H. Provide assessment and evaluation activities for the WTFH/PTFH Program.
- I. Management of and conflict resolution for the WTFH/PTFH Program will be the responsibility of the Program Manager and Program Administrator.
- J. Should the need arise to add a partner to administer the WTFH/PTFH Program, the Program Manager and/or Program Administrator will work with the host site to modify this agreement.

By signing below, I (we), at _____ understand our obligations as listed above and the expectations of the Maricopa County Department of Public Health Women Together for Health and/or People Together For Health Program. I (we) understand this is a free program. If more than 20 individuals are enrolled in a class, a second class should be scheduled at the discretion of the host site and the WTFH/PTFH staff.

Memorandum of Understanding

Name of Location: _____

Site Coordinator Name (printed): _____ Phone: _____

Site Administrator Name (printed): _____ Phone: _____

Address: _____ Suite #: _____

City: _____ State: AZ Zip: _____

Site Coordinator Email: _____ Fax: _____

Signed by:

Site Coordinator

Date

Site Administrator (if necessary)

Date

WTFH/PTFH Program Manager

Date

WTFH/PTFH Program Administrator

Date

About People Together For Health

Mission

Vision

Description

Program Outcomes

Curriculum

Mission

Making healthy choices for yourself and your family to provide for a better future

Vision

People Together For Health will be recognized nationally as a successful program that provides tools for teenagers, men and women to embrace healthy lifestyles for themselves, their families, and their friends.

Description

The top three behaviors that lead to chronic disease and ultimately seven out of ten deaths in the United States are tobacco use, poor nutrition, and lack of physical activity. People Together for Health is a FREE 9-hour program, which will guide participants to eat better, be active and reduce stress and ultimately address risky behaviors that lead to chronic disease. The program will be facilitated by a Registered Dietitian and a Health Educator.

Topics assist participants to:

- Improve health and feel better
- Manage everyday stress
- Develop a healthy eating plan that includes favorite foods
- Receive healthy recipes
- Participate in fun, interactive sessions

Free program incentives are incorporated throughout the program including a pedometer. Participants should plan on being active in most of the sessions. Activities include walking, stretching, and strengthening techniques.

Program Outcomes

Each participant will learn how to read food labels and make healthy food choices for all meals, including dining out. Knowledge of food serving sizes and the food guide pyramid will inspire each participant to eat healthful foods and meet nutritional requirements set by the FDA. Each participant will learn how to include physical activity, and stress management into their busy schedules. Each participant will also learn risk factors for chronic diseases such as heart disease, cancer, and stroke, which are the three leading causes of death in our country as well as in our home state.

- Increase daily lifetime physical activity
- Make changes towards a healthy weight

- Improve dietary quality
- Reduce Stress
- Reduce exposure to cigarette and cigar smoking
- Reduce injury related to car accidents

Physical activity and nutrition are the foundation of the program with additional topics interwoven to facilitate an increase in participant knowledge to achieve overall health. Through the program, participants should desire to make a variety of changes relative to the 9-hour curriculum.

Curriculum

- Intro to Program-Facilitators...Get to know each other
- Intro to Pedometers
- Intro to self-monitory with food and step logs
- Cardiovascular activities
- Food guide pyramid
- Goal setting
- Flexibility and Stretching
- Sugars, Salts, Fats
- Strength Training
- Resistance Training
- Heart Disease
- Cancer
- Tobacco
- Serving Sizes/Portion Control
- Eating Out
- Fad Diets
- Reading Food Labels
- Food Safety (Sugar Substitutes-Added Chemicals-Organic)
- Stress Management
- Maintaining Healthy Lifestyles

People Together For Health

A **FREE** 9 or 6-Week (9 Hour) program to assist people in:

What is this all about?

- ✚ Reducing Stress
- ✚ Increasing Quality of Life
- ✚ Improving Health—Feeling Better
- ✚ Buying, Preparing, and Eating Healthy Foods
- ✚ Reducing Risk of Diseases

Men, Women, Teenagers Who Want To:

Who Can Participate?

- ✚ Feel Better and Have More Energy
- ✚ Learn How to Live Healthier
- ✚ Manage Stress

Where are the classes?

- ✚ Community Centers
- ✚ Churches
- ✚ Public Schools
- ✚ Workplaces
- ✚ Club Houses
- ✚ Anywhere in Maricopa County...We Come To You!!!



Maricopa County

People Together for Health Program
Programa de Gente Unidas para la Salud

Funded By:



For More Details or to
Register Call:
(602) 506-6850

Gente Unidas Para La Salud

Una Programa **GRATUITO**, que es 9 semanas o 6 semanas (9 Horas) para ayudarle a:

¿Qué es éste programa?

- ✚ Reducir el estrés
- ✚ Aumentar la calidad de vida
- ✚ Ayudarle a mejorar la salud y por ende, sentirse mejor
- ✚ Comprar, y preparar alimentos que lo ayuden a comer saludablemente
- ✚ Reducir caso de enfermedades

Toda persona de cualquier sexo o edad que quiera:

¿Quién puede participar?

- ✚ Sentir mejor y tener mas energía
- ✚ Aprender a vivir sánamente
- ✚ Manejar el estrés

¿Adónde ofrecen las clases?

- ✚ Centros comunitarios tales como
- ✚ Iglesias
- ✚ Escuelas Públicas
- ✚ Estaciones de Trabajo
- ✚ Dondequiera en Maricopa County...Podemos ir a ustedes



Maricopa County

People Together for Health Program
Programa de Gente Unidas para la Salud

Financiado De:



Para mas informacion o
Para inscribirse, llame al:
(602) 506-6850

People Together for Health Program

9 Week Overview

Week 1	<ul style="list-style-type: none"> ▪ Introduction ▪ Food Logs ▪ Step Logs and Step Counters ▪ Physical Activity Pyramid 	*Ten Minute Walk*
Week 2	<ul style="list-style-type: none"> ▪ Food Guide Pyramid ▪ Goal Setting ▪ Lifestyle Activities ▪ Cardiovascular Activities 	*Ten Minute Walk*
Week 3	<ul style="list-style-type: none"> ▪ 5 A Day Fruits and Vegetables ▪ Flexibility Activities ▪ Stretching 	*Stretching Activity*
Week 4	<ul style="list-style-type: none"> ▪ Sugar, Salt, Fat ▪ Strength Training 	*Strength Activity with Water Bottles*
Week 5	<ul style="list-style-type: none"> ▪ Serving Sizes ▪ Resistance Training 	*Strength Activity with Resistance Bands*
Week 6	<ul style="list-style-type: none"> ▪ Food Labels ▪ Heart Disease/Cancer 	
Week 7	<ul style="list-style-type: none"> ▪ Eating Out ▪ Tobacco 	
Week 8	<ul style="list-style-type: none"> ▪ Healthy Weight For You ▪ Stress 	*Relaxation Activity*
Week 9	<ul style="list-style-type: none"> ▪ Using the Dietary Guidelines ▪ Food Safety ▪ Information ▪ Other Health Resources ▪ Maintaining Healthy Behaviors ▪ Completion Celebration 	Certificates Prize Winners

People Together for Health Program 6 Week Overview

Week 1	<ul style="list-style-type: none"> ▪ Introduction ▪ Food Logs ▪ Step Logs and Step Counters ▪ Physical Activity Pyramid ▪ Lifestyle Activities ▪ Cardiovascular Activities 	*Ten Minute Walk*
Week 2	<ul style="list-style-type: none"> ▪ Food Guide Pyramid ▪ 5 A Day Fruits and Vegetables ▪ Goal Setting ▪ Flexibility Activities ▪ Stretching 	*Ten Minute Walk* *Stretching Activity*
Week 3	<ul style="list-style-type: none"> ▪ Sugar, Salt, Fat ▪ Strength Training 	*Strength Activity with Water Bottles*
Week 4	<ul style="list-style-type: none"> ▪ Food Labels ▪ Serving Sizes ▪ Resistance Training 	*Strength Activity with Resistance Bands*
Week 5	<ul style="list-style-type: none"> ▪ Eating Out ▪ Using the Dietary Guidelines ▪ Food Safety ▪ Heart Disease/Cancer ▪ Tobacco 	
Week 6	<ul style="list-style-type: none"> ▪ Healthy Weight For You ▪ Stress ▪ Information ▪ Other Health Resources ▪ Maintaining Healthy Behaviors ▪ Completion Celebration 	*Relaxation Activity* Certificates Prize Winners

People Together for Health

Enrollment Form

Name (first, last)		Age (13 & Up)	Address (include city, zip)	Home Phone #	Work Phone #	Cell Phone #	Child Care?
1							
2							
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